



# **HELPING HEALTHCARE** PROFESSIONALS SUCCEED IN BUSINESS

Providing Business Consulting, Management and Business Solutions to private practice

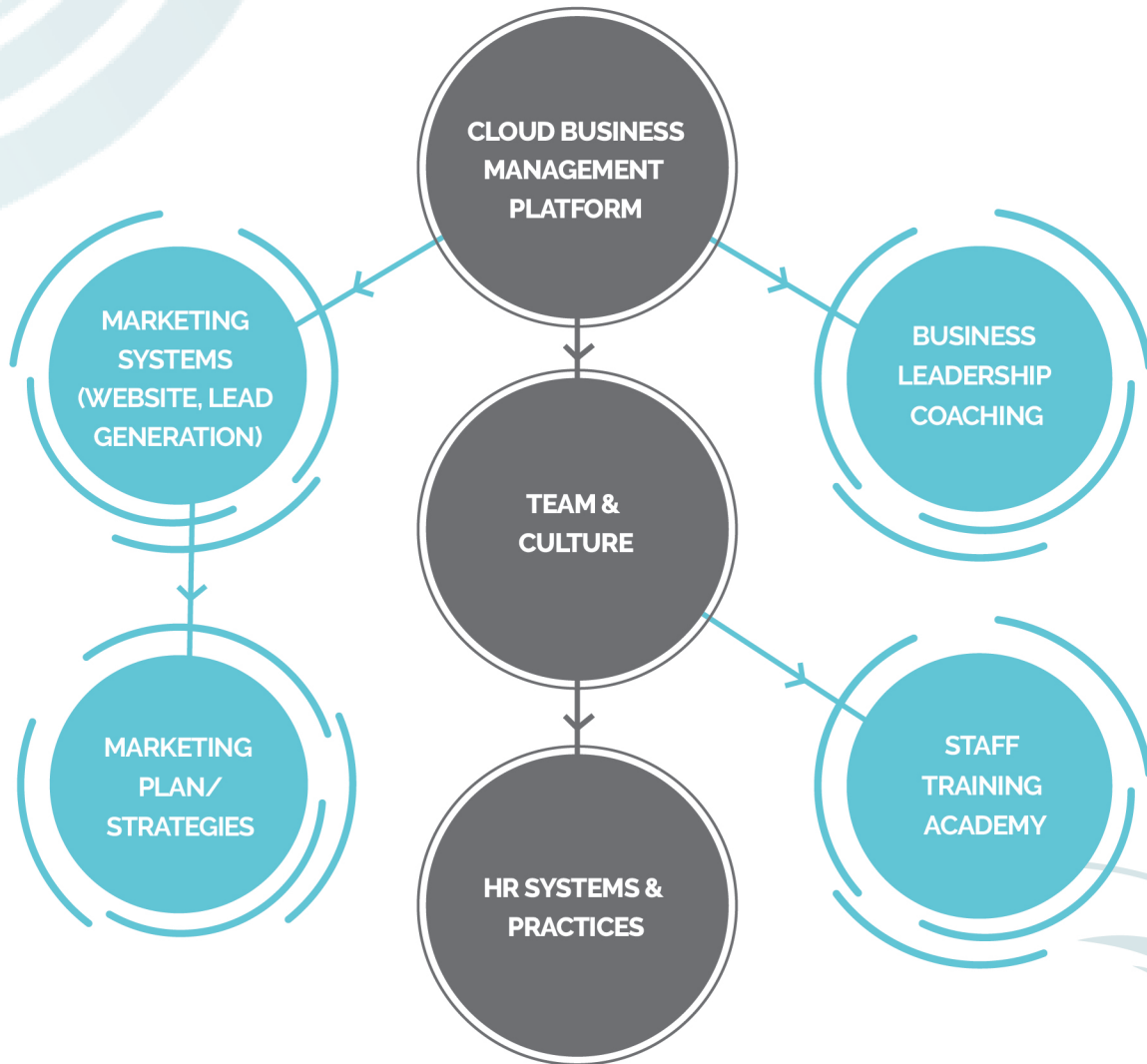
## About Indigo Medical Consulting

Indigo Medical Consulting Services have been working exclusively with specialists, surgeons, dental and allied health practitioners for over 15 years.

Bernadette Beach is the CEO of Indigo Medical Consulting Services and through her extensive work with private practitioners realised that there was a gap in the industry in providing a business solutions model for private practice.

Through expertise and research, Bernadette has produced a private practice business model that provides and supports existing practices and brand-new practices with the systems, processes, tools and resources to manage and grow their practice.

# The Private Practice Business Model



# Our Private Practice Business Model Services

Indigo Medical Consulting Services offers a comprehensive suite of business services and solutions.

## Consulting

- Recruitment of management, admin and clinical staff
- HR services
- Practice review & audit

## Management Programs

- Your Practice Manager
- Five Star Patient Referral
- HR Manage
- Marketing Pro

## Systems

- MyPractice Cloud – Business Management & HR Platform
- Marketing Lead Generation

## Coaching & Training

- Private Practice Academy
- Business Coaching for Practice Owners
- Practice Manager Leadership Program

# A Fully Integrated Cloud Business Management Software For Private Practice



**MyPractice Cloud** is the #1 cloud base business practice management system designed to support private practice by simplifying the task of managing a profitable, efficient and safe practice.

Used by private practices of all specialities and sizes, this state of the art cloud base technology is simple, affordable and easy to use.

**MyPractice Cloud** is a suite of software modules designed to help my practice improve its ability to implement, align and communicate strategies. It is highly adaptable with "plug and play" modules that can be purchased individually or as a complete suite.

## 20 Brilliant Business Applications to Grow & Manage Your Practice



Business Planing  
& financial



HR Management



Policy & Procedure  
Manual



Health & Safety



Document Manager



Pracrice Manager  
Leadership Program

# A complete Cloud Business Management & HR Platform that will transform your practice overnight.



Automate your  
practice



Brings your relief &  
gives you back your time



Store documents in  
one location



Comply with HR  
Regulations



Staff Management  
System



Links to Xero &  
Quickbooks

# MyPractice Manager Program

We understand that practitioners have very little time to establish a foundation of effective systems and manage a practice so the MyPractice Manager Program was established to work hand in hand with MyPractice Cloud.

MyPractice Manager includes the configuration and set up of MyPractice Cloud customised to your practice incorporating all business plans, systems, processes, marketing, documentation, manuals and information. A dedicated Practice/Business Manager will work with you to manage your practice for as little or as much as you need in the following areas:



Develop Business Plans & Strategies



Grow your Brand



Establish KPIS & Analyse Financial Reports



Create System, Process & Procedures



Build Your Referral Network



Implement Patient Lead Generation Program



HR Systems-Manage Staff



Conduct Performance Review



Staff Training Programs

# Web Design & Digital Marketing

Digital technology is moving at a rapid pace and more and more patients are using the internet to research private practitioners.

Personal branding of a practitioner is now a necessity rather than a choice to build awareness, trust and reputation.

We understand that it can be quite overwhelming in jumping onboard the digital bandwagon with so many different providers offering different services. This is why our marketing solutions allows you to engage with only one provider to deliver all of your marketing services, strategies and outcomes.

**Whether you are a brand-new practice, rebranding your practice or an existing practice, we offer the following marketing solutions:**

- Bespoke marketing strategy
- Website design & development (including hosting, lightning fast, multi-screen websites, lead generation)
- Branding
- Landing Page Lead Generation
- Brochures and flyers
- Content Marketing (professionally written articles, blogs)
- Five Star Referral Program
- Event Co-ordination
- Customised marketing packages



## **Prestige Recruit – Our Elite Recruitment Service**


Your staff is one of the biggest investments you will make in your practice so it is important to get it right the first time and work with experienced and qualified Human Resources Consultants.

Prestige Recruit was developed by CEO Bernadette Beach, who is a qualified Human Resources Consultant and accredited Behavioral Analyst.

**Prestige Recruit is a comprehensive recruitment service based on effective recruitment methodologies and a proven model. The service includes the following:**

- » Creation of Practice Profile (meeting with Principal/Manager, understanding the business, people and values/mission, creating Position Description/criteria of role)
- » Compiling advertising plan and marketing of role
- » Conducting behavioural interviewing with candidates
- » Assessment of Skills
- » DISC/Workplace Motivators/Emotional Intelligence Assessments
- » Reference Checking
- » Employment Contract
- » Induction Program
- » Performance Management and Follow Up for 6 months after commencement

**Indigo Medical Consulting Services sources permanent full time, part time and temporary staff for the following positions :**

- CEO/General Manager
  - Sales & Marketing
  - Practice Manager
  - Medical Receptionist
  - Medical Secretary
  - Practice Nurse
  - Allied Health Practitioners
  - Dental Assistants
  - Dental Receptionists
- 

# HR Manage

HR Manage is your own private practice 'on call' HR Manager.

Managing staff takes time, expertise and effective HR systems. HR Manage was established to provide this expertise to private practitioners in setting up HR systems and providing ongoing management of staff within their practice.

HR Manage is flexible and can be used on a short-term consultancy basis or incorporated into your ongoing staffing structure.

## HR Manage provides the following expertise in:

- Setting up HR Systems
- HR Audits
- HR Policies & Procedures
- Position Descriptions
- Staff Structures
- Conflict Management
- Performance Reviews
- Performance Management of staff
  - » Establishment of KPIs
  - » Monthly one-on-one staff meetings
  - » Group staff meetings
- Practice Manager Coaching & Training
- HR Training

# Private Practice Academy

This is Indigo Medical Consulting's Business Academy for Private Practice Owners to develop business knowledge and upskill staff.

**A suite of business programs and products to help in every area of your practice.**

- Develop Leadership
- Grow your practice
- Increase profits
- Systemise
- Market your practice
- Or to sell your practice



# Our Suite of Programs

## BCP

### Business Coaching for Practice Owner

Business Advisory mentoring & coaching to develop practice strategy execution, a clear direction, accountability, increase in profits, automation of business systems and creating a high performance culture within the practice.

## YBS

### Your Business Success Group Workshops

A powerful 12 month business management program for Practice Managers & Principal Owners. Hands on, practical management program that you can immediately implement into the practice each month.

## PML

### Practice Manager Leadership Program

This is the real deal practical hands on business management leadership program for Practice Managers that want to develop business acumen in understanding strategy execution and practical implementation within a practice.

## HR PRO

### HR PROgram

Never has there been a HR program that provides the coaching and mentoring as well as a HR software system included. Best HR practices will be implemented into the practice as we work on the fundamentals of HR. Award winning HR Management System is utilized during the program

## SMax

### SystemMax

Coaching program that works with you in implementing proven worldwide systems that will improve your practice systems. As a result of this program, you will improve productivity and quality, increase patient satisfaction and reduce risk of legal liability.

## EMax

### ExitMax

Increase the value of your practice. A Business Advisor will work with you to develop and implement a plan to sell your practice for more money. Typically we work with a practice 1-3 years prior before selling the practice.

## CW

### Customised Workshops

We can customise workshops/training to your practice's individual needs. Customer Service, Marketing & Social Media, DIY Recruitment, Improving skills etc. Let us know what your challenge is and we can find solutions for you.

## PMax

### PeopleMax

This program will improve people performance by improving staff motivation, morale and performance. It will help you implement KPI targets so there is staff accountability as well as establish a performance management program to obtain engagement from your staff.

## LMB

### Love My Brand

Understand your brand so that your staff will present you in the best professional image. This program works at the practice level and then individually with staff to determine their communication, values and emotional intelligence to work together as a team and understand their own personal brand to compliment the practice.



## Contact US

We are happy to hear from you. Please contact us using the information below:

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